Cooke, Burton

October 1917

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CANADIAN PRESS ASSOCIATION, INC.

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902 EXCELSIOR LIFE BUILDING

TORONTO, October 12, 1917.

Room 310 Dominion Bank Building.

Sir Robert Falconer,
University of Toronto,
Toronto.

Dear Sir Robert Falconer:-

Would it be possible to obtain from you a brief statement - say 200 or 300 words - commending the Victory Loan to all Canadian Universities?

This statement would appear in every daily paper in Canada early in a series of such statements from leading men in public life, or in the financial world.

We should be very grateful for an early reply.

Yours respectfully,

Britton Cooke

BBC:MG. Newspaper Publicity Department.

M-3311

W. S. MacDonald

Corr. Britton

October 1917

October 15th, 1917

Britton Cooke, Esq.,

302 Excelsior Life Building,

Toronto.

Dear Sir:

I am sending you a brief statement which I hope may be of service to you in connection with the Victory Loan.

Yours sincerely,

President.

The Victory Loan offers our Canadian people another opportunity for patriotic service, and the response which has been made to former appeals from the Government has been so gratifying that we may confidently anticipate another manifestation of resolution to leave nothing undone to win the war. Our former loans have given us a new position in the eyes of the world, and the bountiful harvests and large amounts of money put into circulation through the production of war supplies enable us by supporting this loan to our utmost ability to demonstrate once more how substantial our material prosperity is.

Most of those who are on salary in teaching institutions have a very small margin to invest and have but slight reserves on which to draw, but I am confident that the patriotic spirit which has been so abundantly displayed by those who belong to our ranks will produce as good results relatively to means as in any other section of the community.